

ORDER

Orders
Order / Rev: 168415
Alt Order #: 06360263
Product Desc: CROSSROADS GPS
Estimate: 1076
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Crossroads Media
Buying Contact: Noelle Ramsey
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/Crossroads GPS
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	15	\$17,500.00	\$14,875.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$17,500.00	\$14,875.00	0.00
Totals	15	\$17,500.00	\$14,875.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	6%	\$17,500.00
Market	100%	\$291,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,916.67
WCGV	0%	\$0.00
WISN	50%	\$145,833.33
WITI	22%	\$64,166.67
WMLW-	2%	\$5,833.33
WPXE	0%	\$0.00
WTMJ	18%	\$52,500.00
WVTV	1%	\$2,916.67
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/12/12	10/12/12	Letterman 1035p-1135p	CM	1035p-1135p	----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
Letterman 1035p-1135p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----1--		1				\$400.00		0.00			
E 2	WDJT	10/12/12	10/12/12	Wheel of Fortune 630p-7p	CM	M-F 630p-7p	----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
630p-7p/Wheel															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----1--		1				\$1,500.00		0.00			

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 Estimate: 1076

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/15/12	10/15/12	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	1-----					1	\$1,600.00		0.00			
E 4	WDJT	10/15/12	10/15/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p (10:35 PM-11:37 PM)	1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	1-----					1	\$400.00		0.00			
E 5	WDJT	10/15/12	10/15/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	1-----					1	\$1,500.00		0.00			
E 6	WDJT	10/14/12	10/14/12	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----1					1	\$1,600.00		0.00			
E 7	WDJT	10/11/12	10/11/12	M-F Late News M-F Late News	CM	10p-1035p	---1---	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---1---					1	\$1,600.00		0.00			
E 8	WDJT	10/11/12	10/11/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	---1---	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---1---					1	\$400.00		0.00			
E 9	WDJT	10/11/12	10/11/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---1---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---1---					1	\$1,500.00		0.00			
E 10	WDJT	10/09/12	10/09/12	M-F Late News M-F Late News	CM	10p-1035p	-1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-1-----					1	\$1,600.00		0.00			
E 11	WDJT	10/09/12	10/09/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	-1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-1-----					1	\$400.00		0.00			
E 12	WDJT	10/09/12	10/09/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	-1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-1-----					1	\$1,500.00		0.00			
E 13	WDJT	10/10/12	10/10/12	M-F Late News M-F Late News	CM	10p-1035p	--1----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--1----					1	\$1,600.00		0.00			
E 14	WDJT	10/10/12	10/10/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	--1----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--1----					1	\$400.00		0.00			
E 15	WDJT	10/10/12	10/10/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	--1----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--1----					1	\$1,500.00		0.00			
Totals													15	\$17,500.00	